Increasing Fan Engagement and (Re)Discovery

- **Bigger fans**: 64% of streamers credit streaming services for making them bigger fans of their favorite artists and genres.
- **More time listening**: Streamers on average spend 1.5x more time listening to music than non-streamers.
- **Increased spending on the music economy**: Average spend by streamers each year compared to $242 spent by non-streamers.

Streaming is the #1 source for music discovery

Most streamers of the following genres report that they were first introduced to these music styles through streaming services:

- **Americana**: 74%
- **Afro-Pop/Afro-Beats**: 73%
- **K-Pop**: 68%
- **Latin Music**: 55%

66% of streamers say they are more likely to explore or engage with new genres of music when streaming (as opposed to their time listening through other formats and channels).

78% of streamers say reconnecting with old favorites is a big reason they stream.

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Digital Media Association